



PUBLIC NOTICE

FEDERAL COMMUNICATIONS COMMISSION
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MEDIA BUREAU ACTION

January 19, 2005

Media Bureau Sets Expedited Pleading Cycle in Retransmission Consent Complaint filed by Horry Telephone Cooperative, Inc. against GE Media, Inc., Licensee of Television Station WFXB

Horry Telephone Cooperative, Inc. ("HTC") filed an Emergency Complaint pursuant to Section 325 of the Communications Act and Sections 76.64 and 76.65 of the Commission's rules alleging that GE Media, Inc. ("GE Media"), licensee of television broadcast station WFXB (Myrtle Beach, SC), violated the prohibition on exclusive retransmission consent agreements as well as the statutory obligation to negotiate in good faith for retransmission consent of WFXB's digital television ("DTV") signal. HTC alleges that GE Media has entered into a prohibited exclusive retransmission consent agreement with a competing cable system for carriage of WFXB's DTV signal. HTC asserts that WFXB has begun airing promotions on its analog signal that WFXB's coverage of high profile events, such as the Super Bowl and the Daytona 500, would be available in high definition ("HD") DTV only on the competing cable system. HTC requests expedited action on its complaint.

Because of the significance and time sensitive nature of HTC's allegations, we see good cause to establish an accelerated pleading cycle in this matter so that it can be resolved in an expedited manner. Accordingly, GE Media's response is due on or before Monday January 24, 2005. HTC's reply, if necessary, is due on or before Wednesday, January 26, 2005.

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